

FURD MEERKAT CAR BUYING EXERCISE

Game Timetable:

Competitive Round:

- Planning 10 minutes
- Negotiate: 25 minutes
- Debrief: 15 minutes
50 minutes

Cooperative Round:

- Planning 15 minutes
- Negotiate: 30 minutes
- Debrief: 15 minutes
60 minutes

Considerations and Planning:

1. The objective is to exercise the concepts for proactive and debrief / contrast / lessons learned, not to “win” and / . Or “lose”
2. No worksheet for the competitive round, hand out the CNS worksheet for the cooperative round.
3. The competitive round works well BEFORE any NPSC and / or CNS academic presentation.
4. If you have experienced and non-experienced negotiators, match a non-experienced with an experienced negotiator for both rounds of these games, and allow for in-game mentoring.
5. Have a whiteboard available to help emphasize major points.

DEBRIEF ITEMS

Competitive Round

Did they stay in role?

What were the “first 90 seconds”? Did they stick to their guns or was there an element of compromise?

Was any information shared? Did either party disclose faulty or misleading information?

What was the behavioral result of the “hoarding of information?” Was there any evidence of trust? Was there confusion? Was there anger?

Did the buyer have / reveal a BATNA?

Did the dealer have / reveal a BATNA?

Cooperative Round

What were the “first 90 seconds”? Did they present an opening position or begin with a comment on what their needs were?

How was information shared? Did either party disclose faulty or misleading information?

What kinds of questions were asked? Were there follow-up and / or clarifying questions asked?

Did either party “reframe” the information they received back to the other side to ensure they “got it correctly”?

What interests were revealed?

What was the behavioral result of the “sharing of information?” Was there any evidence of trust? How was any confusion resolved? Was there any emotion?

Did the buyer have / reveal a BATNA?

Did the dealer have / reveal a BATNA?

How were the interests revealed? What were the interests?

Did the dealer openly share information about financing?

Did the buyer reveal his “good deal” offer from his mechanic?

Did they two players consider the value of trading \$\$ today verses mechanic’s \$\$ later?

Were any of the following options put on the table?

- Consider a used car
- Consider a more modestly priced line-up
- Consider value or life cycle cost:
 - Gas mileage
 - Maintenance
 - Warranty
 - Financing

Were any of the dealer’s interests revealed?

- Repeat business

- Build a package (warranty, service, financing)
- What were the customer's interests as understood by the dealer?
- Price
- Value
- Safety
- Size
- New/Used

Overall major learning points to stress:

Competitive (positional) negotiations are usually quick, easy to do (little planning), and there is usually only one winner. Meetings are adversarial. They foster mistrust because information is protected verses shared. Alternatives to the opening positions are usually dismissed out of hand by the other party. Impasse is a normal outcome. Relationships are not considered critical and long-term associations are not usually the result of competitive negotiations. Finally, the loser in competitive negotiations may cause problems in the execution of the deal, or not do the deal at all. Competitive negotiations usually rely on some sort of power imbalance – with the more powerful usually winning.

Cooperative (IBN / CNS) negotiations balance the need for an outcome with the maintenance of a relationship. Trust is required to accurately convey information. The problem to be solved becomes the focus of the meetings, not defeating the other person. Planning is usually time-consuming because negotiators must examine the reasons (interests) behind their position. At the meeting, ideas are exchanged, not positions. Questions produce shared information shared, fostering the ability to create potentially improved solutions. Option development (brainstorming) requires a non-judgmental attitude. Agreements are designed to meet the needs of BOTH parties. Because of the buy-in, execution is usually smoother. Long-term relationships can be maintained using CNS.